

The Tourist Destination Image of Penang: Is TDI Affected by
Sociodemographic Factors and Does TDI Influence Conative Behavior?

Mary Ann Harris

Research report in partial fulfillment of the requirements for the degree of
Doctorate of Business Administration

2008

TABLE OF CONTENTS

	Page
Dedication	i
Acknowledgements	ii
Abstract	iii
Abstrak (Malay)	iv
List of Tables	v
List of Figures	vi
List of Hyperlinks	vi
Table of Contents	vii - ix
References	79
Appendix A Survey Questionnaire	88

Dedication

My father, George Harris, has been instrumental in my pursuit of further education. He always stressed the importance of studies and his foresight and guidance helped me to be where I am today.

I would like to thank my family who has supported me with their love, encouragement, patience and understanding throughout the term of this study. They have had to sacrifice time and effort in order for me to complete this thesis.

The source of my inspiration to undertake this endeavor has been my children, Samuel and Sarah Ch'ng, and I dedicate this thesis to them and their father, Daniel Ch'ng.

May they reach for the stars always.

Acknowledgements

I would like to express my sincere gratitude to my supervisor, Dr. Nabsiah Abdul Wahid, for her vision, guidance and valuable suggestions to enable the completion of this thesis.

I would like to thank my co-supervisor, Associate Professor T. Ramayah, for his invaluable insights, expertise and patience in guiding me to conclude this project.

My sincere thanks also goes to the various lecturers who made my journey through this DBA program more interesting and insightful, namely Dr. Ishak Ismail (Dean, School of Management), Professor Dr. Hasnah Haron (Deputy Director – Academic, Advance Management Center), Dr. Nornina Dahlan (Deputy Director, AMC), Dr. Yuserrie Zainuddin (Deputy Dean, School of Management), Dr. Zainal Ariffin, Dr. Intan Osman, and Dr. Anees Janee Ali.

I am indebted to my friends and fellow DBA candidates, Mohd Faiz Hilmi, Che Supian and Govindan Subramaniam, Kelvin Ong, C.J. Chang, Adib Kheireddin, Norhayati, Susilawani, Dolhadi, Filzah, Bidin, and Sashi, and all the others, for their support, help and encouragement especially during the difficult periods of study.

I would also like to thank the General Manager of Parkroyal Penang, Mr. Mark Losi, who fully supported and encouraged my attempts to conduct a study on how to make Penang a better tourist destination.

My thanks also goes to the hotels which participated in the survey. Without their assistance, this project would not have been possible.

Abstract

The purpose of this study is to investigate whether demographics plays a role in the formation of the tourists' cognitive and affective image of the destination. This study is based on two theories, namely the cognitive-affective-conative (CAC) theory by Fishbein and Azjen (1975) which provides the background support as well as the stage theory of destination image formation by Gunn (1972). Eight broadly hypothesized relationships were tested in a field study with a sample of 121 respondents from four beach hotels along the Batu Ferringhi tourist belt in Penang, Malaysia. The results from the survey revealed that there were no major differences in image perception, except for previous experience, gender and intention to return/recommend the destination. The findings from this study will be useful for the policy makers and stakeholders to design marketing strategies and positioning of the destination according to each specific market.

Abstrak

Tujuan kajian ini adalah untuk menyiasat sama ada factor-faktor sosio-demografik memainkan peranan dalam pembentukan imej kognitif dan afektif pelancong-pelancong tentang sesuatu destinasi tertentu. Kajian ini berdasarkan dua teori, iaitu kognitif-afektif-konatif (CAC) teori dari Fishbein dan Azjun yang dimajukan dalam tahun 1975, yang memberi sokongan tentang fenomena sosial ini, di samping “stage theory” atau teori tahap pembentukan imej destination dari Gunn (1972). Lapan hipotesis diuji dalam kajian lapangan dengan sampel seramai 121 penjawab dari empat buah hotel pantai di sekitar kawasan pelancongan di Batu Ferringhi di Pulau Pinang, Malaysia. Keputusan daripada kajian ini menunjukkan yang tiada perbezaan ketara dalam persepsi imej di kalangan para pelancong, kecuali dari segi pengalaman dahulu, jantina, dan keinginan untuk kembali/mengesyorkan destinasi tersebut. Dapatan kajian ini akan berguna untuk para pembentuk polisi dan para peminat untuk merangka strategi pemasaran dan kedudukan destinasi mengikut setiap pasaran tertentu.

List of Tables

Table 1.1	Tourist Arrivals and Receipts to Malaysia	2
Table 1.2	Penang: Average Hotel Occupancy Rate (%)	4
Table 1.3	Market Mix, 1st Half, 2006 & 1st Half, 2007	6
Table 1.4	Average Occupancy Rates of Hotels in Georgetown, Batu Ferringhi, Penang and Malaysia, 1999 – 2008	8
Table 2.1	Definitions of Destination Image	19
Table 3.1	Hotel guests by locality in Penang, 2005, 2006 & 2007	39
Table 4.1	Survey responses	52
Table 4.2	Respondents' demographic characteristics	54
Table 4.3	Descriptive Statistics	55
Table 4.4	Reliability Analysis for Cognitive and Affective Image	57
Table 4.5	Climate Survey Factors and Composite Reliabilities	58
Table 4.6	Test of Differences for Gender	59
Table 4.7	Test of Differences for Marital Status	60
Table 4.8	Eta squared for Natural Environment	60
Table 4.9	Regression Analysis	62
Table 4.10	Results of the hypothesis testing	63

List of Figures

Figure 1.1	Tourist Arrival Growth % in Asia and the Pacific 2006 over 2005	1
Figure 2.1	Factors influencing the formation of consumers' tourist image	25
Figure 2.2	Cognition-Affect-Conation (CAC) Theory	30
Figure 2.3	Stage-theories of destination image	32
Figure 3.1	Theoretical framework proposed for the study	37

List of Hyperlinks

www.world-tourism.org, 12 April 2008

www.tourism.gov.my/statistic/, 6 July 2008

CHAPTER 1 – INTRODUCTION

1.1	Introduction	1
1.2	Background of the study	3
1.2.1	Brief History of Penang	3
1.3	Problem Statement	6
1.4	Research Objectives	9
1.5	Research Questions	9
1.6	Significance of the Study	9
1.6.1	Theoretical Contributions	10
1.6.2	Practical Contributions	11
1.7	Definition of Terms	12
1.7.1	Tourist	12
1.7.2	Tourism	13
1.8	Definition of Variables	14
1.9	Organization of Remaining Chapters	14

CHAPTER 2 - LITERATURE REVIEW

2.1	Introduction	16
2.2	Tourism	16
2.3	Tourist destination image	17
2.3.1	Cognitive image	22
2.3.2	Affective image	23
2.3.3	Socio demographics	25
2.4	Conative behavior	28
2.5	Cognitive-Affective-Conative (CAC) Theory	29
2.6	Stage Theory of Destination Image	31
2.7	Summary of destination image formation	33
2.8	Summary of chapter	33

CHAPTER 3 – RESEARCH METHODOLOGY

3.1	Introduction	34
3.2	Theoretical Framework	34
3.3	Research Hypotheses	37
3.4	Research Design	39
3.4.1	Nature of Study	39
3.4.2	Population	39
3.4.3	Unit of Analysis	41
3.4.4	Sample Size	41
3.4.5	Sampling Frame	42
3.4.6	Data Collection Procedures	42
3.5	Measurement of Variables and Image components	43
3.5.1	Cognitive measure	44
3.5.2	Affective measure	44
3.5.3	Conative measure	45
3.6	Development of Questionnaires	45
3.7	Administration of the Survey Questions	48
3.8	Data Analysis	48
3.9	Descriptive Statistics	49
3.10	Reliability	49
3.11	Factor Analysis	49
3.12	Hypotheses Testing	51

CHAPER 4 – RESULTS AND DATA ANALYSIS

4.1	Introduction	52
4.2	Survey responses	52
4.3	Frequency Analysis of Respondents' Demographic Characteristics	53
4.4	Descriptive Statistics	55
4.5	Testing the Goodness of Data	55
4.5.1	Factor Analysis	56
4.5.2	Reliability Analysis	56
4.5.3	Regression Analysis	61
4.6	Summary of the results	63
4.7	Reasons for findings	65
4.8	Summary of chapter	67

CHAPTER 5 - DISCUSSION AND CONCLUSION

5.1	Introduction	68
5.2	Recapitulation of Study	68
5.3	Discussion of Findings	68
5.4	Implications of the Study	69
5.4.1	Theoretical Implications	69
5.4.2	Managerial Implications	70
5.4.3	Policy implications	70
5.5	Limitations of the study and Suggestions for Future Research	71
5.6	Conclusion	77

CHAPTER 1

INTRODUCTION

1.1 Introduction

Tourism is one of the prime revenue generators for many countries around the world. It has become a great source of foreign exchange income with multiplier effects for the entire economy of many nations. It accounts for about 9% of world gross domestic product (GDP) and employs around 200 million people worldwide. Between 1970 and 2003, international tourism receipts experienced a 29-fold increase, rising from USD 17.9 billion to USD523 billion annually (WTO Tourism Highlights and WTO News, 2004). In South East Asia, there was a 9% growth of tourist arrivals in 2006 over 2005, as depicted in the Figure 1.1 below:

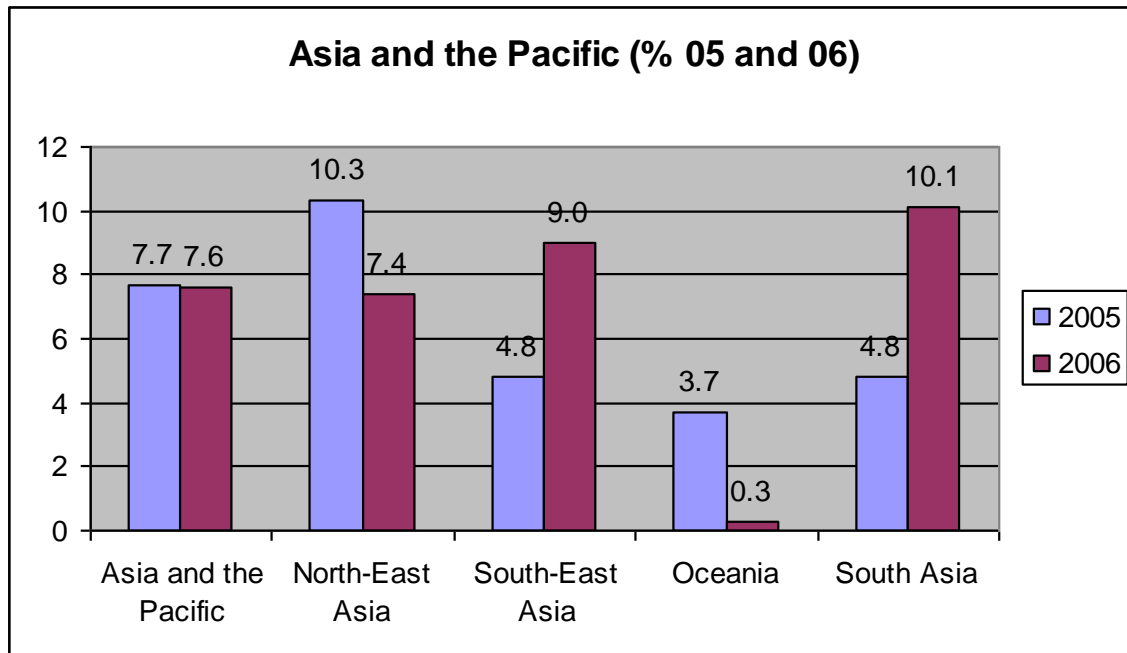


Figure 1.1 Tourist Arrival Growth % in Asia and the Pacific 2006 over 2005 (Source: World Tourism Organization website, www.world-tourism.org, 12 April 2008)

In Malaysia, tourism forms the backbone of the service industry. In 2007, tourist arrivals totaled 20.97 million while total tourism contribution to the Malaysian economy was RM46.094 billion (Table 1.1). As Algieri (2006) has shown through her Balassa Index about factors that drive positive performances of tourism in countries, “the greater the degree of inter-industry specialization, the greater the standard deviation of the Balassa index specialization in tourism” (p. 3). In short, this means that tourism specialization or sub specialization can be associated with fast economic growth of that country. From this study, Algieri has proven that tourism to be a substantial worldwide source of income for many economies, i.e. 21 out of 25 countries with high growth rates in terms of per-capital income are specialized in tourism. However, the study also noted that the tendency for large countries to grow faster than small ones, does not always occur (i.e. for the ‘small size’ characteristic of the tourism-based countries to demonstrate the so-called ‘scale effect’). In fact, she stressed that “it is plausible that the smaller a given economy, the easier it is for the development in the terms of trade to offset the technology gap disadvantage” (p. 3).

Table 1.1

Tourist Arrivals and Receipts to Malaysia (Source: Tourism Malaysia website, www.tourism.gov.my/statistic/, 6 July 2008)

Year	Arrivals	Receipts
2002	13.29 million	25,781.1 million
2003	10.58 million	21,291.1 million
2004	15.70 million	29,651.4 million
2005	16.43 million	31,954.1 million
2006	17.55 million	36,271.1 million
2007	20.97 million	46,094.0 million

Whether a destination can specialize or characterize itself from other destinations, depends on how the destination portrays its image. According to Lawson and Baud Bovy (1977), a destination image is the ‘expression of all objective knowledge, impressions, prejudice, imaginations, and emotional thoughts an individual or group might have of a particular place. On the other hand, Tasci (2003) defines destination image as a mental picture of a destination composed of how people visualize, think, and feel towards the destination. It has different components: cognitive, affective and conative. In short, a destination image portrays how a tourist perceives or thinks about a place s/he visits, and the image perceived may affect whether s/he will want to return (revisit) to the destination or for him/her to spread positive word-of-mouth or word-of-mouth (to recommend).

1.2 Background of the study

2007 was designated Visit Malaysia Year (VMY 2007) by the Government, (Source: Tourism Malaysia website, www.tourism.gov.my, 20 April 2007) with the stated aim of increasing tourist arrivals into the country by 15% to 20.1 million. One of the popular destinations of Visit Malaysia Year 2007 is Penang state.

1.2.1 Brief History of Penang

Penang is a state off the western coast of the Malaysian peninsular, comprising the island of Penang and Province Wellesley on the mainland. Formerly part of Kedah, it was first settled by the British in 1786 by Captain Francis Light as a trading base for the British East India Company. The British occupied Penang for over one hundred years, using the island’s strategic location on the Straits of Malacca as a trading post for the export of natural resources such as tin, spices, tea and cloth from mainland Malaya. The

vestiges of colonialism are still evident today, with many streets named after the British such as Argyll, Leith, Farquhar, Scotland, etc. Indeed, even the capital of Penang, Georgetown, is named after King George. This legacy forms part of the attraction for British, Australian and tourists from other Commonwealth nations who share a common heritage.

Penang as one of the 13 state destinations in Malaysia, has been a long established tourist destination, attracting visitors from all over the world as a travel haven offering exotic tropical island life, adventure, city excitement, oriental heritage and being a food paradise. With entertaining art and dance forms, and an exotic culture that represents a blend of history and diverse ethnic heritage, Penang is a microcosm of the best of Asia.

A problem with Penang is that although Table 1.1 shows increased tourism arrivals and receipts into Malaysia, tourist arrivals to Penang have been found to be dropping, as evidenced by the occupancy rates of city hotels versus those among the beach hotels (where the majority of tourists stay), shown in Table 1.2.

Table 1.2

Penang: Average Hotel Occupancy Rate (%) (Source: Socio Economic Research Institute, SERI, Monthly Estimated Visitor Survey 2007)

	BEACH HOTELS		CITY HOTELS		TOTAL	
	2006	2007	2006	2007	2006	2007
January	58.28	54.21	59.87	65.08	59.27	60.79
February	58.39	51.33	68.98	65.73	65.02	60.11
March	56.06	52.33	69.05	78.80	64.57	68.45
Quarter 1	57.61	52.62	65.87	69.91	62.86	63.13
April	51.51	45.22	69.56	71.25	63.34	61.07
May	49.42	41.11	66.55	69.77	60.49	58.65
June	68.08	52.96	71.48	73.83	70.28	65.75
Quarter 2	56.26	46.37	69.17	71.6	64.65	61.79
1st Half	56.96	49.48	67.51	70.77	63.74	62.41

Penang's image as a tourist haven has waned in recent years, both for domestic and international visitors. The market mix component as shown in Table 1.3 (specifics by country) is dominated by domestic visitors (between 50 – 60% in both 2006 and 2007) although a slight decrease can be seen in the results. The slight percentage drop in domestic visitors however is compensated by the increased number of international tourist arrivals to the island. For certain countries such as Singapore, Taiwan and South Korea, it can be clearly seen there is a slight drop in the tourist numbers. However, tourists from countries like Japan, Thailand, Netherlands, India and Others have increased. This indicates that the composition of visitors is changing, making it vital for the right destination image to be portrayed by the state in order to maintain its competitive position. Moreover, previous studies have indicated that the tourist's background can play an important role as to influence their evaluation of destination image (e.g. age by Alhemoud & Armstrong 1996; Smith & Mackay 2001; age, marital status, gender, income by Mackay & Fassenmeir 1997; Bojanic, 1992; marital status, educational level, country of residence by Rittichainuwat, Qu & Brown 2001; first time and repeat visitors by McKercher & Wong 2007). This is in addition to the examination of conative behavior (i.e. willingness to recommend and revisit destination) (Woodside & Dubelaar 2002; Ekinici & Hosany 2006).

Table 1.3

Market Mix, 1st Half, 2006 & 1st Half, 2007 (Source: Socio Economic Research Institute, SERI, Monthly Estimated Visitor Survey 2007)

	1 st Half, 2006 (%)	1 st Half, 2007 (%)
Malaysia (Domestic)	58.6	53.2
Japan	4.5	6.6
United Kingdom	4.1	4.1
Australia	2.8	4.1
Singapore	5.2	4.0
Middle East	2.4	2.8
Indonesia	5.3	2.4
China	2.3	2.3
USA	1.9	2.0
Thailand	1.8	2.0
Hong Kong	1.3	1.2
Netherlands	0.9	1.1
Taiwan	1.9	1.0
India	0.8	1.0
Germany	0.8	0.8
South Korea	0.7	0.5
Others	4.7	10.9
TOTAL	100.0	100.0

1.3 Problem Statement

As stated earlier, the lucrative nature of the tourism industry and its multiplier effects on the economy has resulted in increased competition for the tourist dollar.

Although this represents competitive advantage for tourists, it is becoming increasingly difficult for hoteliers to maintain their market share due to the situation faced by the tourist industry in Penang. This was evident from the declining occupancy rate of Batu Ferringhi beach hotels in Penang. More over, the state is competing with newer destinations from both domestic and foreign locations, such as massive developments of tourism infrastructure along the South China Sea coast of Vietnam, Integrated Resorts

(IRs) in Singapore comprising hotels, casinos, theme parks, museums and other interactive attractions, to name a few.

The Federal Government's policy to foster a hub and spoke system to build up Kuala Lumpur International Airport (KLIA) as a major international gateway to rival the regional hubs of Changi in Singapore and Suvarnabhumi in Thailand has led the government-linked national airline, Malaysia Airlines, to be shielded from international competition with heavily protected routes within the country, thereby limiting direct international air services into Penang, particularly through Singapore. Low cost carriers such as Air Asia have been clamoring for direct flights between these two destinations, but the current policy is to restrict this route to the national carriers of the two countries, Malaysia Airlines and Singapore Airlines only. Although there has been gradual liberalization of air routes between Kuala Lumpur and Singapore, the lifting of restrictions between the Penang and other regional destinations have yet to occur. A community airline called Firefly that has set Penang as its hub, took to the skies in on 3 April 2007. However, the major limiting factor that prevents Penang from becoming a major tourist destination in Malaysia is still air accessibility, with direct flights from countries around the world still routed through the capital, Kuala Lumpur.

The lack of bundling of the destination with other tourist spots could also be a factor in the decline of Penang as an attractive vacation destination. However, whether packaging Penang as one of the destinations when visiting Malaysia will make it more attractive to tourists is one scenario that can be further developed. The impact of the packaging of the destination needs more in depth research, which is not covered in this study.

In 1990, Peninsular Malaysia recorded over 90 per cent of all hotel guests (94 percent of foreign guest arrivals). One-third of all hotel guests arrivals were registered in Kuala Lumpur and Penang (Pearce, 2001).

However, the occupancy of hotels along the tourist belt of Batu Ferringhi in Penang has shown a marked declining trend vis-à-vis the city hotels as well as against other hotels in Malaysia as a whole, as depicted in the Table 1.4 below:

Table 1.4

Average Occupancy Rates of Hotels in Georgetown, Batu Ferringhi, Penang and Malaysia, 1999 – 2008 (Source : www.tourism.gov.my/statistic/ 6 July 2008)

	Georgetown	Batu Ferringhi	Penang	Malaysia	Variance Penang vs Malaysia	Variance Batu Ferringhi vs Malaysia
		A	B	C	B - C = D	A - C = E
	%	%	%	%	%	%
1999*			59.6	51.7	7.9	
2000*			60.0	57.7	2.3	
2001*			58.2	58.6	(0.4)	
2002*			52.4	57.9	(5.5)	
2003*			47.3	53.3	(6.0)	
2004	65.6	62.3	62.8	60.8	2.0	1.50
2005	66.0	62.2	64.2	63.6	0.6	(1.40)
2006	68.5	61.9	64.9	65.5	(0.6)	(3.60)
2007	74.8	66.0	67.3	70.0	(2.7)	(4.00)
2008**	68.8	70.0	69.8	68.0	1.8	2.00

* Separate figures are not available for Georgetown and Batu Ferringhi for 1999 to 2003.

** Jan to March 2008 only, not representative of entire year. Occupancy for the rest of Malaysia will pick up towards mid year.

This means there is a need for the Penang hospitality industry to ascertain Penang's destination image and to also ascertain whether the image affects tourist's behavior to revisit or recommend the destination to others.

In sum, the problem statement for this study is: what would tourists from different background perceive Penang's destination image to be and whether the image results in them acting in a positive manner to either revisit and/or recommend the destination.

1.4 Research Objectives

Based upon the problem statement, there are essentially two objectives set for the study:

1. to ascertain whether there are differences in the tourist's perception of Penang's (cognitive and affective) image as a tourist destination (based on socio-demographic factors such as country of origin, income, previous experience, gender, marital status, age and education level).
2. to investigate whether Penang's destination image (cognitive and affective) can be translated into conative behavior (i.e. the intention to revisit the destination or recommend it to others) for the tourists.

1.5 Research Questions

The following research questions are developed for the study:

1. Are there differences in the tourist's perception of Penang's (cognitive and affective) image as a tourist destination (based on socio-demographic factors such as country of origin, income, previous experience, gender, marital status, age and education level)?
2. Does Penang's destination image (cognitive and affective) affect tourist's conative behavior (i.e. intention to revisit or recommend)?

1.6 Significance of the Study

There are reasons why this study is significant to be conducted. In particular, the study is arguably important to be studied as it is believed it can contribute to both theoretical and practical aspects. These will be discussed in the sub sections that follow.

1.6.1 Theoretical Contributions

In terms of theoretical contributions, this study allows the examining of the fragmented and diverse body of literature on tourist destination image that has emerged since Gunn's pioneering study in 1972. When there are major internal differences in products and markets, questions inevitably arise about the destination images that are promoted abroad, the markets being emphasized and the way in which marketing resources are allocated (Pearce, 1992). While geography, nature and history have endowed Penang with a significant range of tourist attractions, the composition of domestic and international tourism markets differ significantly from other destinations in Malaysia. This study will attempt to discern which markets find the tourist destination image attractive and what leads to the motivation to travel to the destination.

One important thing noted when this study was conducted was that there have not been many studies conducted on local tourist destinations, especially using grounded theory as the theoretical basis to provide explanations about common social patterns. The study will be able to provide an explanation as to how the cognitive and affective image of a destination are perceived by tourists coming from different backgrounds -- namely country of origin, income, previous experience, gender, marital status, age and education level.

Lin, Morais, Kerstetter and Hou (2007) studied the role of cognitive and affective image in predicting choice across natural, developed and theme-park destinations in Taiwan. They suggested it would be important to examine whether proposed theoretical models are consistent across different subgroups within a society (e.g. across gender or age cohorts) or across groups from different societies (e.g. comparison between samples

from different countries). This study takes up their suggestion, and extends the body of literature exploring the role of destination image through the antecedents of socio-demographic factors (such as country of origin, income, previous experience, gender, marital status, age and education level) that may impact the cognitive and affective image, thereby determining the intention to revisit or recommend the destination. As for the effects of destination image on intention to revisit or recommend the destination (conative), the cognitive-affective-conative (CAC) theory developed by Fishbein and Azjen in 1975 provides the background support.

1.6.2 Practical Contributions

As earlier stated, this study aims to study the image of Penang as a tourist destination. It is important to research Penang's image due to the increasing competition from other tourist destinations in the region, as well as to determine how to position the marketing strategy for Penang to make it the most effective and cost beneficial.

Other major tourist destinations in the region have had their images studied (Hong Kong by Choi, et al, 1999; Singapore by Tak & Wan, 2003), thus it is timely and practical that Penang, previously the premier tourist destination in Malaysia, is studied to determine how Penang's image is perceived by tourists from different sociodemographic backgrounds. The findings may be used for the government and related bodies and industries to come up with adequate strategies on what can be done to sustain or increase its attractiveness as had been done on other destinations such as Hong Kong and Singapore.

Mass tour operators have been accused of the commoditization of tourist destinations which has the insidious effect of standardizing culture, so that popular

destinations lose their identity (Keefe, 1996). Destinations become substitutes for each other as tour operators' brochures emphasize general benefits such as beaches and entertainment. In these circumstances, a client's choice between destinations reflect price advantages and convenience rather than the attributes of the specific place, its peoples and ecology. It is interesting to investigate and determine the image to be projected that will inculcate a greater sense of desire to visit Penang over and above other destinations.

1.7 Definition of Terms

The following terms used in the study are defined as follows:

1.7.1 Tourists: The League of Nations initiated the term in 1937, as someone who travels for 24 hours or more outside their normal country of residence (Sharpley, 1994).

In 1963, the United Nations Conference on International Travel and Tourism in Rome defined the term "tourists" as 'temporary visitors staying at least 24 hours in the country (or region) visited and the purpose of whose journey can be classified as:

- a) leisure, ie recreation, holiday, health, study, religion or sport
- b) business
- c) family
- d) missions
- e) meeting" (c.f. Reiser, 2003, p 309).

The term excludes individuals and their dependents who intend to emigrate or to obtain employment in the destination country; a diplomat or a member of the armed forces; a

refugee, nomad, or border workers; and a person who stayed in a visited country for more than one year.

1.7.2 Tourism: Tourism is about visiting new places, to experience the different environment, culture and atmosphere of different localities. Tourism may be thought of as the relationships and phenomena arising out of journeys and temporary stays for leisure or recreational purposes. The main distinction between tourism and other forms of recreation is the travel component. It gives rise to various service demands, such as accommodation, meals, transportation, and recreational activities (eg. tours, sightseeing, hikes, and shopping for souvenirs).

England's Sporting Magazine introduced the word "tourism" in 1811 (Smith, 1989). The analysis used by Smith consists of two units of study: the person and the trip. In terms of the person, Smith described the international tourist as "anyone visiting a country, other than that which is his usual place of residence (1989, p. 18).

For the purposes of this study, the focus will be on leisure tourism, with the primary intention of recreation or holiday, rather than any other aspect within the above definitions of tourism.

1.8 Definition of Variables

The following are how the variables used in the study defined:

1.8.1 Socio-demographic characteristics relate to: country of origin, income, previous experience, gender, marital status, age and education level (Beerli & Martin, 2004; Ibrahim & Gill, 2005)

1.8.2 Destination image: is a combination of cognitive and affective image. Cognitive refers to a list of attributes such as great variety of fauna and flora, places of historical or cultural interest, richness and/or beauty of landscape, unusual ways of life and customs, interesting cultural activities, shopping facilities, good night-life, varied gastronomy, opportunities of sports activities, well-developed general infrastructure, a good name and reputation, a good quality of life, offers personal safety, clean, hospitable, friendly people, good beaches, good weather, good infrastructure of hotels and apartments....whereas affective image refers to a pleasant/unpleasant place and an exciting/boring place (Beerli & Martin 2004).

1.8.3 Conative behavior: This refers to the intentional behavior of tourists to either revisit the destination or to recommend it as a destination to visit (Woodside & Dubelaar, 2002)

1.9 Organization of Remaining Chapters

Chapter One has introduced readers to the general background, necessity and terminology of this study. Chapter Two summarizes a review of the literature related to the destination image concept that builds up to the theoretical framework proposed for this study. It also provides the theoretical background to this study. Chapter Three introduces the proposed research framework and hypotheses development and outlines

the methodology proposed for this research. It also contains the research methods utilized to carry out the research objectives of this study, including the study design, population, data collection methods and analysis tools. Chapter Four provides a summary of the study results. Chapter Five then sums up the managerial, theoretical and methodological implications, and implications that are expected to be derived from this research. It also highlights the various limitations of this research work.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

Chapter 1 has introduced reasons for why destination image is important to be studied, and how socio-demographic factors that impact the image portrayed results in conative behavior by tourists. This chapter will discuss in detail as to what, why and how these are conceptualized in the literature. The chapter starts with the review of tourism.

2.2 Tourism

The concept of globalization encompasses the concept of tourism we see today. This may be so because tourism is closely connected to the leaving of a place of residence for a different place; it involves the movement of people and their ideas (e.g. their culture) across (social) borderlines (Reiser, 2003). The importance of promotion is undeniable in tourism industry. The reason being tourism is an intangible service—in particular as an experience that cannot be inspected prior to purchase, and that its nature forces tourism to move markets to destinations instead of distributing products to markets like what is happening with manufactured goods (Gunn, 1972). Hence the projection of destination image is critical. Potential tourists must be able to mentally construct the destination as desirable in their mind that they may have “a pre-taste of the destination” (Fakeye & Crompton, 1991). Natural environment (e.g. Gunung Kinabalu in Sabah), climate, and people of a destination have been identified as attributes in the literature that may affect the success of tourism development in either positive or negative way (Hunt, 1975). The benefits include income and employment. For instance, Omar, Ali Rahman,

Latif and Adam (2002) reported that in year 2000, Malaysia recorded the arrivals of 20 million tourists and managed to capture foreign exchange revenue of about RM20 billion.

The negative impact includes cultural and environmental damage.

The WTO's (1998) definition of tourism embraces the view that it should be both environmentally friendly and sustainable ("tourism that meets the needs of the present tourists, and host regions, while protecting and enhancing opportunities for the future. It is envisaged as leading to the management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems", c.f. Ibrahim and Gill (2005). This may be the reason for why within the last decade, the tourism industry has also been seen to adopt and apply the view (WTO-UNEP 2002). WTO's (2000) elaborates further on the time taken for tourists to be doing related tourism activities: "...persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure" and on the type of tourists: "...visitors, including both 'tourists (overnight visitors)' and same-day visitors' (WTO 2000, Section. Concepts, Tourism).

2.3 Tourist destination image

Marketers are interested in the concept of tourist destination image mainly because it relates to decision-making and sales of tourist products and services potential tourists (Jenkins, 1999; Mayo, 1973; Crompton, 1979) and the levels of satisfaction regarding the tourist experience (Chon, 1992). Determining the exact meaning of the term 'tourist destination image' is problematic. Echtner and Ritchie (1991) note that many of the definitions used are quite vague. This may be due to the ambiguity of the image term

itself, with different definitions given by different disciplines (refer Table 2.1 for a list of different definitions of destination image).

Table 2.1
Definitions of Destination Image

Researcher	Year	Definition of Destination Image
Gunn	1972	Stage theory of image formation (described in Section 2.3.4 below)
Hunt	1975	Perceptions held by potential visitors about an area
Crompton	1977	Organized representations of a destination in a cognitive system
Crompton	1979	Sum of beliefs, ideas and impressions that a person has of a destination
Phelps	1986	Perceptions or impressions of a place
Gartner and Hunt	1987	Impressions that a person holds about a state in which they do not reside
Richardson and Crompton	1988	Perceptions of vacation attributes Comprised the ideas or conceptions held individually or collectively of the destinations under investigation.
Embacher and Buttle	1989	
Gartner	1989	A complex combination of various products and associated attributes
Calantone, et, al.	1989	Perceptions of potential tourist destinations
Reilly	1990	The total impression an entity makes
Bojanic	1991	Adapts Hunt's 1975 country image "Impressions that a person or persons hold about a country in which they do not reside"
Fakeye and Crompton	1991	The mental construct developed by a potential visitor on the basis of a few selected impressions among the flood of total impressions.
Court and Lupton	1997	It comes into being through a creative process in which these selected impressions are elaborated, embellished and ordered
Leisen	2001	
Dadgostar and Isotalo	1992	The overall impression or attitude that an individual acquires of a specific destination.
Echtner and Ritchie	1993	Comprises attribute, holistic, functional, psychological, common and unique components
Milman and Pizam	1995	A sum total of the images of the individual elements or attributes that make up the tourism experience Distinguished between projected and received images. Projected image: "the ideas and impressions of a place that are available for people's consideration"
Bramwell and Rawding	1996	
MacKay and Fesenmaier	1997	A compilation of beliefs and impressions based on information processing from a variety of sources over time, resulting in an internally accepted mental construct
Walmsley and Young	1998	A common structure or schema of evaluations that can be used to differentiate between tourism destinations
Choi, Chan and Wu	1999	People's beliefs, ideas, or impressions about a place Perceptions or impressions of a destination held by tourists with respect to the expected benefit or consumption values including functional, social, emotional, epistemic, and conditional benefits of a destination
Tapachia and Waryszak	2000	
Coshall	2000	The individual's perceptions of the characteristics of destinations
MacKay and Fesenmaier	2000	A composite of various products(attractions) and attributes woven into a total impression
Day, Skidmore and Koller	2002	Place is the sum of beliefs, ideals and impressions that people have of a place
Sonmez and Sirakaya	2002	A mental conception held in common by members of a group and symbolic of a basic attitude and orientation Imagery is complex, dynamic, and possesses cores around which "flow" subsidiary themes that may be dependent on the characteristics of respondents
Ryan and Cave	2005	

Pearce (1988) stated that “....image is one of those terms that will not go away, a term with vague and shifting meanings”. Tuohino and Savonlinna (2002) attributed the sources of this ambiguity to come from the double meaning of 1) mental idea of something that marketers created, and 2) mental idea that we ourselves created. However, MacInnis and Price (1987) noted psychologists’ definition of imagery as a distinct way of processing and storing multi-sensory information in working memory. “Imagery processing’ depends upon more holistic, or gestalt, methods of representing information. Imagery can include any or all of the senses – smell, taste, sight, sound and touch. Arguably, the mention of total impressions, auras, and feelings incorporate the role of imagery, or holistic conceptualizations, in describing a product’s image (Echtner & Ritchie, 1991).

Going back to tourist destination image, Mayo (1973) argued that “whether or not an image is, in fact, a true representation of what any given region has to offer the tourist, what is important is the image that exists in the mind of the vacationer.”

According to Lawson and Baud Bovy (1977), a destination image is the ‘expression of all objective knowledge, impressions, prejudice, imaginations, and emotional thoughts an individual or group might have of a particular place. This definition is similar to Crompton’s (1979) popularly used definition for tourist destination is ‘the sum of beliefs, ideas and impressions that a person has of a destination’ on which from the marketing point of view, specifically point to the attributes that underlie image and relate image to consumer behavior (Jenkins 1999). For example, each person’s image of a particular place is unique, comprising their own memories, associations, and imaginations of a particular place (Jenkins & McArthur, 1996) and thus the many images

that tourists perceive of tourist destinations influence their behavior, attitudes, and predispositions as consumers (Zafar, 1996).

According to MacInnis and Price (1987), imagery pervades the whole consumption experience. Before purchase, vicarious consumption may take place through imagery. This means that destination images can exist even though one may have never visited that destination. For example, mention Hawaii, and the image of girls in straw skirts with flowers in their hair and garlands around their necks dancing on the beach spring to mind. Mention Egypt and the pyramids are instantly conjured up. These are the ingrained images in our minds due to years of exposure either through the mass media (television, newspapers, and now, the internet), schooling and reading. Other factors such as natural disasters or geopolitical issues can also distort a destination's image. In order for a destination to be successfully marketed, it must be positively differentiated from its competitors, or positively positioned, in the minds of the consumers. A key component of this positioning process is the creation and management of a distinctive and appealing perception, or image, of the destination (Calantaone, et. al. 1989). During the consumption stage, imagery can add value and increase satisfaction of the experiences tourists have. The after consumption stage sees imagery to be playing a reconstructive role in which a person relives the experience via memories and vacation souvenirs. Understanding the differing images that visitors and non-visitors have of a destination is invaluable, enabling the salient attributes of the naïve image and the re-evaluated image to be incorporated into tourism marketing planning (Selby & Morgan, 1996). Marketers can also use imagery to increase remembered satisfaction and to encourage repeat purchases of holidays.

Tourist destination image characteristics can be differentiated between those that are directly observable or measurable (functional) and those that are less tangible or difficult to observe (psychological) (Choi et al 1999). The literature has divided tourist destination image to include both cognitive and affective image on which the image is assumed to be able to influence the person's conative behavior. Gearing, Swart and Var (1974) grouped the (cognitive component -- which is observable or measurable), attributes into five major categories: (1) natural factors, (2) social factors, (3) historical factors, (4) recreational and shopping facilities, and (5) infrastructure, food and shelter. Tasci (2003) defined tourist destination image as a mental picture of a destination composed of how people visualize, think, and feel towards the destination distinctively, including the different image components, i.e. cognitive and affective.

2.3.1 Cognitive image

Many findings in environmental psychology were found to be supporting the notion that settings have both perceptual/cognitive and affective images (Burgess 1978; Hanyu 1993; Lynch 1960; Russel & Pratt 1980; Russel, Lewicka & Niit 1989 c.f. Baloglu & McCleary 1999). Other researchers like Gartner (1993) even proposed that destination images are formed by three distinctively different but hierarchically interrelated components: cognitive, affective and conative.

Cognitive image refers to the set of attributes that correspond to the resources or attractions that a tourist destination has at its disposal (Stabler, 1995). Pike and Ryan (2004) defined cognition as the physical benefits tourists feel they will derive from visiting a place. In the tourism context, Lew (1987) stated that those attractions are the elements of a destination that attract tourists, such as scenery to be seen, activities to take

part in, and experiences to remember. Lew's view may be linked to Scott's (1965) cognitive image component's definition where it is seen as an evaluation of the known attributes of the product or the understanding of the product in an intellectual way. Scott's (1965) "intellectual way" is in some way the reason for why Boulding (1956) argued that the cognitive component are actually "images derived from fact". Beerli and Martin (2004) lists cognitive image to include attributes such as great variety of fauna and flora, places of historical or cultural interest, richness and/or beauty of landscape, unusual ways of life and customs, interesting cultural activities, shopping facilities, good night-life, varied gastronomy, opportunities of sports activities, well-developed general infrastructure, a good name and reputation, a good quality of life, offers personal safety, clean, hospitable, friendly people, good beaches, good weather, good infrastructure of hotels and apartments. However, cognition sums up what is known about a destination, which may be organic or induced (Gartner, 1993). This means the cognitive component reflects knowledge about an attribute of the destination. The total configuration of benefits also represents the believed benefits to be derived from that destination. One thing to note though is that cognitive images need not be correct or true because beliefs pertaining to the attributes are based on personal views and not on objective truth (Neal, Quester & Hawkin, 1999).

2.3.2 Affective image

Echtner and Ritchie (1993) stressed the shortcomings of destination image studies which focused on the cognitive elements only, as they felt that the affective component such as how visitors feel about the destination they visit are important too. Gartner (1993)

proposed that affect usually becomes operational during the evaluation stage of the destination selection process.

The affective components are emotional responses concerned with feelings and meanings attached to a destination (Pocock & Hudson, 1978). For example, people might have an emotional attachment to the place where they had their honeymoon, or met their loved ones for the first time.

The attractions and the magnetism are necessary to persuade an individual to visit a determined place (Alhemoud & Armstrong, 1996). Thus, many researchers refers affective image as the evaluative responses of the consumers stemming from their knowledge of the objects (Holbrook, 1978; Russel & Pratt, 1980; Anand, Holbrook, & Stephens, 1988; Stern & Krakover, 1993). Boulding (1956) further argues that affective image relates to the motives one has for destination selection. This is because motive will help determine what one wishes to obtain from a destination considered that will eventually affect the evaluation (c.f. Gartner 1993).

Russel, Ward and Pratt (1981) point out that the terms used in the English language to describe the affect component towards a place to be in the hundreds in numbers. At least 105 common adjectives were used in the factor analysis exercise to describe environments which resulted in the creation of an affective response grid, i.e. arousing-sleepy, distressing-relaxing, unpleasant-pleasant and gloomy-exciting. They assume that the eight adjective dimensions of affect to be not independent of each but they represent a circumplex model of affect. Beerli and Martin (2004) list affective image to include only four important attributes i.e. pleasant-unpleasant place and exciting-boring place. In addition, Echtner and Ritchie (1993) list the components of their